



Garen Yegparian <garen.yegparian@lacity.org>

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## Re: Venice Beach database: resubmission

1 message

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Tara Devine <tara@devine-strategies.com>  
To: Garen Yegparian <garen.yegparian@lacity.org>

Thu, Apr 16, 2015 at 7:38 PM

P.S. To clarify...

The 7% reduction (elimination of marketing) occurs on all factors: bldg, lot, frontage.

The sand elimination only occurs on the LOT of parcels that contain sand (some of those are among the parcels with the marketing reduction.)

On Apr 16, 2015 7:36 PM, "Tara Devine" <tara@devine-strategies.com> wrote:

The 7% reductions are done on the lot, building and frontage numbers. 7% on each for all relevant parcels. The lot, building and frontage are all multiplied by .93.

Note: some of those parcels overlap with some of the parcels where we reduced the LOT (to eliminate the "sand" that we will not service.) So on some parcels, you will see a double reduction - one for the marketing, and one for the sand elimination.

If it still doesn't make sense or you can't find it, let me know!

On Apr 16, 2015 6:57 PM, "Garen Yegparian" <garen.yegparian@lacity.org> wrote:  
Hello Tara,

Somehow, I don't see the 7% reductions you describe.

With apologies, could you point me to where those are, please.

On Mon, Apr 6, 2015 at 4:26 PM, Tara Devine <tara@devine-strategies.com> wrote:

Attached please find the revised Venice database in which we hope we have addressed all your comments and questions. The notes columns may help answer many questions, but we are also available to answer them.

Key changes I would note:

- We discovered that a few state-owned parcels and one tiny City parcel up near the boundary with the City of Santa Monica were missing from the prior database. We have added these. Recorded data for these parcels is a bit funky but we used the underlying map to determine ownership. It might stem from the fact that the parcels were in the City of SM until 1965. <http://maps.assessor.lacounty.gov/Geocortex/Essentials/REST/sites/PAIS/VirtualDirectory/AssessorMaps/ViewMap.html?val=4288-029>
- Metro, LAUSD and two city-owned parcels were missing building data. This has been added using certificate of occupancy and/or building permit data except for LAUSD, which we estimated due to no Assessor or LADBS data. We have attempted to obtain self-reported information from LAUSD without success so far. There is a tab in the dbase showing how we calculated the LAUSD estimate.
- For the City and state-owned parcels on the west side of Ocean Front Walk, we removed any portion of of the LOT that was attributable to sand. Per discussions with Miranda with which I believe you are aware, it has been agreed that the BID will service everything that is not sand, including any improved area (any paved areas or walkways and the grassy knoll/landscaped areas along the Boardwalk.) The reductions were done using the percentages we previously submitted for Clerk's review (we determined the % of each lot attributable to sand and reduced the lot by that %. The reductions ranged from 0% to 67% and are calculated in the Gov't columns for Building, Frontage and Lot.)
- We removed the portion of the assessment (7%) attributable to the budget category "district identity and special projects" for a number of public parcels that will not benefit from these programs. You will see more detail on this on the public parcels tab (there is a column identifying which parcels have the 7% reduction.) These reflect

discussions with Miranda this year on this subject in reference to different public uses and whether or not they benefit from the marketing and promotion of the District; I am available to answer any questions you might have. The 7% reductions are calculated in the Gov't columns for Building, Frontage and Lot for affected parcels.

- Zone 1 and Zone 2 were combined into a single tab with SUMIFs for district totals.
- Tabs added for MDP tables. One is incomplete pending ER (requires Ed's general benefit calculation.)
- Lots of cleanup!

Warmest regards,

**TARA DEVINE**  
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